

Claims:

1. A loyalty system comprising:
at least one adapter, the adapter configured to allow communication between an existing transaction system and the loyalty system; and
a identification management module adapted to receive an identifier from one or more of a data carrying device and an identification tag, the identification management module capable of determining a loyalty system identifier and purchase information, the loyalty system identifier capable of identifying a user to the loyalty system and the purchase information capable of paying for a purchase at an existing retail system.
2. The system of claim 1, wherein a data carrying reader is connected to the existing retail system.
3. The system of claim 1, wherein a data carrying reader is connected to the loyalty system by an interface.
4. The system of claim 3, wherein the identification management module receives the identifier from the data carrying device and one or more of passes the identifier directly to the existing retail system and determines the purchase information at least based on the identifier and user profile information.
5. The system of claim 1, further comprising a loyalty server configured to cooperate with an interaction device connected to the existing retail system, the interaction device adapted to receive inputs from a user.
6. The system of claim 1, further comprising a user loyalty and preference data module that at least one of stores user information, user credit card information, user preference information, reward information, transaction information and loyalty information.

7. The system of claim 1, further comprising a loyalty reward determination module.
8. The system of claim 1, further comprising a reward issuance module, the reward issuance module adapted to cooperate with an interaction device and a loyalty interaction module to issue a reward based on an input received from the interaction device.
9. The system of claim 1, further comprising one or more of a printer, an audio device, a video display, and a multimedia display.
10. The system of claim 1, further comprising a user interaction device adapted to receive input from a user.
11. A method of operating a loyalty system comprising:
 - installing an adapter configured to allow communication between an existing transaction system and the loyalty system;
 - receiving an identifier from one or more of a data carrying device and an identification tag; and
 - determining a loyalty system identifier and purchase information, the loyalty system identifier capable of identifying a user to the loyalty system and the purchase information capable of paying for a purchase at an existing retail system.
12. The method of claim 11, further comprising connecting a data carrying reader to the existing retail system.
13. The method of claim 11, further comprising connecting a data carrying reader to the loyalty system by an interface.
14. The method of claim 13, further comprising receiving the identifier from the data carrying device and one or more of passing the identifier directly to the

existing retail system and determining the purchase information at least based on the identifier and user profile information.

15. The method of claim 11, further comprising communicating with an interaction device connected to the existing retail system, the interaction device adapted to receive inputs from a user.

16. The method of claim 11, further comprising storing at least one of user information, user credit card information, user preference information, reward information, transaction information and loyalty information.

17. The method of claim 11, further comprising determining a loyalty reward.

18. The method of claim 11, further comprising issuing a reward based at least on an input received from the interaction device.

19. The method of claim 11, further comprising printing a coupon, playing audio, displaying video, and presenting multimedia.

20. The method of claim 11, further comprising receiving interactive input from a user based at least on loyalty reward information.

21. A loyalty system comprising:
means for installing an adapter configured to allow communication between an existing transaction system and the loyalty system;
means for receiving an identifier from one or more of a data carrying device and an identification tag; and
means for determining a loyalty system identifier and purchase information, the purchase information capable of paying for a purchase at an existing

retail system and the loyalty system identifier capable of identifying a user to the loyalty system.